



The Multiplication Factor

BY RICK MCCORMICK

These steps add up to winning over the customer.

Everyone wants to grow their profits.

To multiply our profits, we must concentrate on what provides the ideal experience that customers want. The customer gains the experience and coverage they desire, and we reap the benefits of helping them rather than selling them! Here are three ways to utilize the multiplication factor to grow your business.

SHOW-AND-TELL IS MORE EFFECTIVE THAN JUST TELL!

We exert great effort to make sure we know the right thing to say. We have word tracks for every objection. Word tracks are like eight-tracks, obsolete and less effective than more up-to-date efforts. I have observed sales efforts in over 40 states around the country, and I have learned two things:

First, most customers are not impressed by what we say. Secondly, they would rather see visual proof of the risk we are talking about! Here is an example: CNBC quoted in an article dated July 25, 2023, "Car repair costs are up almost 20% in the past year, according to the consumer price index — more than six times the national inflation rate and among the largest annual price increases of any household good or service." Showing them the article is proof that the risk is real. That is the power of showing and telling!

EXPERIENCING A TRUTH IS MORE EFFECTIVE THAN JUST SEEING IT!

The urgency to act is created when a customer experiences a truth. Visual aids are very powerful tools, and the minute you place the visual in someone's hands, you begin to sell more products! And if you are showing the article on a screen, let them have control of the screen!



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Placing a part from the service department in the customer's hands is a great illustration. When you hand it to the customer, it becomes alive and tangible. They are holding the part, not just seeing and hearing about it. That transforms the conversation. Some truths require math to illustrate the potential savings a product will provide. Ask the customer to open the calculator on their phone and walk them through the equation. The numbers now become their numbers, not yours.

Customers want to take control. Let them! The more control we give to the customer today, the more we actually control the process. Let them experience the truth you are providing, and it will lead them to the conclusion you desire.

TWO-WAY COMMUNICATION IS MORE EFFECTIVE THAN A ONE-WAY CONVERSATION!

Effective dialogue has a rhythm to it. It is a two-way conversation, with the customer doing more of the talking than us! Asking great questions and listening with the intent to learn are the two key factors that build trust and raise profits.

Everything in our world operates on rhythm. When that tempo is interrupted

or broken, it leaves room for disconnect and miscommunication. Want to make the conversation productive and enjoyable? Then get rocking, back and forth! Having an intentional swing in your conversation assures a good flow of information.

You are more likely to ask your way to a sale than to talk your way to one! Great open-ended questions get customers talking. These questions begin with who, what, where, when, why and how. It's impossible to answer one of those questions with a yes or no. Adding a genuine desire to understand the person in front of us will encourage customers to talk! We are not paid to talk; we are paid to understand!

The multiplication factor will not just add to your success, it will multiply it! Change your focus from just making profits, to genuinely seeking to understand each customer and how to help them have a more enjoyable ownership experience. Start the show-and-tell method, put something in the customer's hands, and employ a two-way conversation, and it will multiply your success! ■

ABOUT THE AUTHOR

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